

Additional Alcohol Abuse Prevention Resources

The BACCHUS Network™

www.bacchusnetwork.org

www.smartersex.org

www.tobaccofreeU.org

www.friendsdrivesober.org

Our organization now hosts four sites to assist you in your prevention efforts. **Bacchusnetwork.org** contains

information about our organization's activities, services, conferences, campaigns, and resource materials.

Smartersex.org addresses sexual health, features an "Ask the Sexpert" area, and offers complete information on STIs, HIV, abstinence, and birth control.

TobaccofreeU.org addresses complete information on tobacco control, prevention, and cessation.

Friendsdrivesober.org focuses on impaired driving prevention and highway safety.

AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)

www.acha.org

The American College Health Association (ACHA) is a leadership organization that focuses on helping its members advance the health of their campus communities.

The association provides advocacy resources, education, communications, products, and services. Serving more than 2,400 college health care professionals, administrators and support staff, physicians, physician's assistants, nurses and nurse directors, health educators, mental health providers, and pharmacists, as well as, students dedicated to health promotion on their campus, the ACHA promotes research and culturally competent practices.

THE CENTURY COUNCIL

www.centurycouncil.org

The Century Council is a not-for-profit organization dedicated to fighting impaired driving and underage drinking. The Council develops and implements programs and public awareness campaigns and promotes action through strategic partnerships. An independent advisory board of distinguished leaders in business, government, education, medicine, and other relevant disciplines assists the Council in continually developing innovative, effective ideas.

THE CORE INSTITUTE

www.siu.edu/departments/coreinst/public_html

The Core Institute is a not-for-profit organization that assists institutions of higher education in drug and alcohol prevention efforts. Core offers both student and faculty/staff surveys including the Core Alcohol and Drug Survey, a four-page questionnaire that can be used as a pretest-posttest measure of the effectiveness of campus based prevention programs. The Core Institute scores the instrument and offers several report options, as well as, special analyses to aid campuses in interpreting data.

GRANTS.GOV

www.grants.gov

Grants.gov is a government agency that provides a simple, unified electronic storefront for interactions between grant applicants and the federal agencies that manage grant funds. There are 26 federal grant-making agencies and over 900 individual grant programs that award over \$350 billion in grants each year. This site is an excellent resource for gaining access to the annual grant funds available across the federal government. In addition to simplifying the grant application process, grants.gov also creates avenues for consolidation and best practices within each grant-making agency. It features a searchable database and provides a thorough list of grant making agencies and partners.

HEALTHY PEOPLE 2010

www.health.gov/healthypeople/about/whatis.htm

Healthy People 2010 is a set of health objectives for the nation to achieve over the first decade of the new century. It can be used by many different people, states, communities, professional organizations, and other health improvement programs. The 1979 Surgeon General's Report, Healthy People, and Healthy People 2000: National Health Promotion and Disease Prevention Objectives both established national health objectives and served as the basis for the development of state and community plans.

THE HIGHER EDUCATION CENTER FOR ALCOHOL AND OTHER DRUG PREVENTION

www.edc.org/hec

The Higher Education Center's purpose is to help college and community leaders develop, implement, and evaluate programs and policies to reduce student problems related to alcohol and other drug use and interpersonal violence. The Center favors a comprehensive approach to prevention. Central to this approach is a mix of environmental strategies to address the institutional, community, and public policy factors that contribute to these problems. The Center supports the development of a prevention infrastructure, primarily by facilitating the work of statewide prevention initiatives and campus-community coalitions. In order to support these efforts, the Center provides training, technical assistance, and publications.

INTER-ASSOCIATION TASK FORCE ON ALCOHOL AND OTHER SUBSTANCE ABUSE ISSUES

www.iatf.org

The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues is a coalition of vital organizations who collaborate on issues relating to substance abuse prevention efforts within the higher education community. Task Force members communicate on key areas of research and programming efforts for student alcohol and other drug issues. The member organizations include:

American Association of State Colleges & Universities,
American Council on Education, American College Health

Association, American College Personnel Association, Association of College and University Housing Officers International, Association of Fraternity Advisors, Association for Student Judicial Affairs, *The BACCHUS Network™*, Fraternity Executives Association Golden Key Honor Society, International Association of Campus Law Enforcement Administrators, National Association of Student Personnel Administrators, National Athletic Trainers Association, National Collegiate Athletic Association, North-American Inter Fraternity Conference, National Intramural Recreational Sports Association, National Panhellenic Conference, Order of Omega, and The Student Life Education Company.

MONITORING THE FUTURE: A CONTINUING STUDY OF AMERICAN YOUTH

www.monitoringthefuture.org

Monitoring the Future is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of some 50,000 8th, 10th and 12th grade students are surveyed. In addition, annual follow-up questionnaires are mailed to a sample of each graduating class for a number of years after their initial participation.

THE NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM

www.niaaa.nih.gov

www.CollegeDrinkingPrevention.gov

The National Institute on Alcohol Abuse and Alcoholism is a department of the National Institutes of Health, which provides leadership in the national effort to reduce alcohol-related problems. They conduct and support a wide range of research on the health risks and benefits of alcohol consumption, prevention, and treatment and disseminate findings to health care providers, researchers, policy makers, and the public. The website hosts many alcohol research and health journal articles as well as a tri-annual newsletter, pamphlets in both Spanish and English, and other information for educators.

NIAAA also created *CollegeDrinkingPrevention.gov*, a great one-stop resource for comprehensive research-based information on issues related to alcohol abuse and high-risk drinking among college and high school students. The site is designed to be accessible for college and high school administrators, parents, and students.

THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

www.nhtsa.dot.gov

The National Highway Traffic Safety Administration (NHTSA), under the U.S. Department of Transportation, is responsible for reducing deaths, injuries, and economic losses resulting from motor vehicle crashes. Enforcing safety performance standards for motor vehicles and motor vehicle equipment is the only way NHTSA can depreciate the annual crashes. In addition, NHTSA provides grants to state and local governments to enable them to conduct effective local highway safety programs.

NATIONAL CLEARINGHOUSE FOR ALCOHOL AND DRUG INFORMATION (NCADI)

www.ncadi.samhsa.gov

The National Clearinghouse for Alcohol and Drug Information (NCADI) is an excellent resource for the most current and comprehensive information about substance abuse prevention and treatment. NCADI is one of the largest federal clearinghouses, offering more than 500 items, including the latest studies and surveys, guides, DVDs, and other information and materials on substance abuse from various agencies; the U.S. Departments of Education and Labor, the Center for Substance Abuse Prevention, the Center for Substance Abuse Treatment, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Drug Abuse. Many of these resources are free of charge. NCADI also staffs both English and Spanish speaking information specialists who are skilled at recommending appropriate publications, posters, and DVDs; conducting customized searches; providing grant and funding information; and referrals.

THE NATIONAL SOCIAL NORMS RESOURCE CENTER

www.socialnorms.org

The National Social Norms Resource Center is an independent center that supports, promotes, and provides technical assistance in the application of the social norms approach to a broad range of health, safety, and social justice issues, including alcohol related risk re-education and the prevention of tobacco abuse. The Center is directed by Michael Haines, a nationally recognized proponent and pioneering practitioner of this effective strategy, and is sponsored by *The BACCHUS Network™*, a leading student health and safety organization serving college students.

PROMISING PRACTICES: CAMPUS ALCOHOL STRATEGIES

www.promprac.gmu.edu

Promising Practices: Campus Alcohol Strategies strives to reduce alcohol related problems among college and university students by motivating institutions of higher education to share their resources and strategies. Resulting from national solicitations, the project's sourcebook incorporates a wide range of strategies designed to assist campuses in their efforts to prevent or reduce alcohol-related problems.

THE YOUTH RISK BEHAVIOR SURVEILLANCE SYSTEM (CDC)

www.cdc.gov/healthyyouth/yrbs

The purpose of the Youth Risk Behavior Surveillance System (YRBSS) is to determine the prevalence and age of initiation of health risk behaviors; to assess whether health risk behaviors increase, decrease, or remain the same over time; to examine the co-occurrence of health risk behaviors among young people; to provide comparable national, state, and local data; and to monitor progress toward achieving the Healthy People 2010 objectives.

Alcohol Beverage Distributors

Anheuser-Busch Companies, Inc.

Consumer Awareness & Education
 One Busch Place, St. Louis, MO 63118
 PH: 314-577-1040 FAX: 314-577-9977
www.beeresponsible.com
www.collegetalkonline.com
www.designateddriver.com
www.preventdontprovide.com
www.alcoholstats.com
www.whosyourbud.com

Colleges and universities interested in the programs Anheuser-Busch offers or in scheduling a speaker visit may contact their local wholesaler for more information. For help in locating local wholesalers and for short video clips of each of our speakers, visit www.beeresponsible.com.

OPERATION ID: This umbrella effort offers several materials to help retailers who sell and serve alcohol beverages better identify those who are of legal drinking age. Materials include a booklet with photographs of valid drivers' licenses from all 50 states and Canada; guidelines for spotting fake IDs; posters; buttons and cooler stickers; and wristbands to identify those who have shown a valid ID.

PREVENT. DON'T PROVIDE: This program reminds parents and other adults not to buy alcohol for minors or provide it to them at parties, no matter what the occasion. The program is supported with television, print, radio and outdoor ads that carry the tagline "Be a parent, not a pushover."

DESIGNATED DRIVER PROGRAMS: Today, more than 148 million American adults have either been a designated driver or have been driven home by one. Being or using a designated driver is an effective way to prevent drunk-driving situations. Adults (21 and older) typically receive free non-alcohol beverages or discounts on food from an establishment in exchange for being named the designated driver in a group and refraining from drinking on that occasion. Those who would like to thank their designated driver for a safe ride home may send an electronic thank you card at www.whosyourbud.com.

COLLEGE TALK: A Parent's Guide on Talking with Your College-Bound Student About Drinking: The guidebook (also available at www.collegetalkonline.com) was developed by an advisory panel of authorities in the fields of education, family therapy, student health and wellness, alcohol treatment, social norms marketing, and through conversations with parents and students. It is designed to help parents continue communicating openly and honestly with their children about this issue, as their students prepare for independence and begin a life on their own. The program also includes a video used by various universities to complement their presentations during new parent orientation. Schools may also link to the College Talk site at www.collegetalkonline.com. This program is supported with print ads.

SAFE CELEBRATIONS: During the National Collegiate Athletic Association (NCAA) basketball tournament, as well as during college football season, television and print ads remind college students to celebrate responsibly before, during and after the games. These ads also promote the protective behaviors students follow, such as designating a driver, to help each other stay safe.

KEEP TALKING: This series of print ads encourage parents to "keep talking" with their college-bound teens about responsible decision making, including not drinking when underage. A 2006 survey conducted by MarketTools, Inc., on behalf of Anheuser-Busch, found that after beginning college, nearly two out of three students say they talked more with their mothers about healthy decision making.

TIPS FOR THE UNIVERSITY: This training program is designed to provide college students with the skills they need to prevent intoxication in others, intervene with those people who have misused alcohol, and promote responsible drinking in the unique college environment.

Speakers

IT'S YOUR CHOICE: Michael Chatman shares his message of self-empowerment and personal responsibility with college students across the country. The son of an abusive father, Michael grew up in Miami, joined a gang and endured the trials of life on the wrong side of the law. Finally, following a series of life-altering events, he decided to transform his life. Today, Chatman helps students across the country realize that despite peer pressure and the many challenges they face, underage drinking is not the answer.

LIVING PROOF: Poor choices can have drastic consequences—and Sarah Panzau is *Living Proof*. In August 2003, Sarah became a victim of her own drunk-driving crash, losing her left arm. Since the crash, Sarah's life has taken a new direction. She now speaks to students about peer pressure, knowing your true friends, rising above disabilities, and making smart choices. Her powerful and emotional style captivates and connects with college students.

COURAGE TO CARE: Carolyn Cornelison uses her knowledge, personal experiences, and persuasive personality to take a realistic look at college drinking, taking responsibility, recognizing abuse, and helping those with alcohol- or drug-related problems. Her presentation for college students makes them laugh and sometimes cry as she shares her college experiences as both a sorority member and athlete.

CHECK IN TO A WINNING LIFE: Bob Anastas, former executive director and founder of Students Against Drunk Driving, delivers a powerful, motivational message to both parents and students on how young people can develop responsible attitudes and make smart choices about the many challenges they face. Anastas' presentation is also available on videotape.

A SURVIVOR'S STORY: As a victim of a serious car crash, Adam Blomberg, M.D., speaks from experience about the dangers of not following simple safety precautions in motor vehicles. He also speaks from the heart as he recounts the painful story of his brother who was killed in an impaired driving crash. Available in the Northeast region, Blomberg's real-life story and his casual, yet energetic, presentation style enables him to connect with high-school and college-age audiences.

A TASTE OF REALITY: Presented by emergency room nurse Linda Dutil, this program delivers a real-world look at the consequences that come from making poor choices about alcohol or drugs. The program provides students with a hands-on look at treatments for alcohol poisoning and drug overdose. Dutil also teaches effective skills for resisting peer pressure and for making smart, responsible choices.

STREET SMART: This presentation reminds students of the dangers of teen drinking, impaired driving, illegal drug use, and not wearing seat belts. Taught by certified firefighter/paramedics, *Street Smart* helps students better understand the consequences of their actions, in turn helping reduce the number of accidents and fatalities each year.



Coors Brewing Company

Alcohol Responsibility

PO Box 4030/NH250, Golden, CO 80401

PH: 303-277-5114 FAX: 303-277-6896

www.coors.com/responsibility

BARS (BEING AN ALCOHOL RESPONSIBLE SERVER/SELLER) An incentive-based “secret shopper” program that helps retailers of alcohol beverage manage the underage drinking issue by ensuring their sellers/servers are vigilant about checking identification of customers who appear to be under the legal purchase age.

NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK: In partnership with the IATF in 2006-2007, Coors awarded grants to three exemplary, year-long, campus alcohol education programs. Each award-winning institution received a \$5,000 grant and a plaque commemorating this achievement.

1-800TAXICAB: This taxi dispatch service operates nationally in any market where there is existing taxi service. Anyone can call 1-800TAXICAB. Coors takes this service to retailers, encouraging consumers to consider a safe ride home in a taxi. It is an easy to remember, free phone call that dispatches a taxi wherever and whenever a customer needs it.

RESPONSIBILITY MATERIALS: Coors provides a variety of Point of Sale (POS) materials to retailers to assist them with serving practices and to help them educate and remind consumers to make responsible and legal decisions. Coors POS messages, such as “21 MEANS 21/We ID,” discourage underage customers from attempting to purchase alcohol beverages. POS materials are available from local Coors distributors.

TIPS (Training for Intervention Procedures): TIPS Training provides servers and sellers of alcohol the confidence, decision-making skills, and information they need to prevent underage drinking and drunk driving. Coors sponsors Training of Trainer sessions for businesses interested in having their own cadre of trainers.

Who is the
designated
driver?



Notes for NCAAW Planning:



Notes for NCAAW Planning:

Notes for NCAAW Planning:



RJ Connected?

Notes for NCAAW Planning:

The BACCHUS Network™ Organization History

The BACCHUS Network™ is celebrating over 30 years of excellence in student and young adult leadership development and health promotion. The Network's mission has been to support student leadership in promoting health and safety and saving students lives since 1975. Founded at the University of Florida by students with the support of Gerardo Gonzalez and Tom Goodale, this first group organized as a response to the need for alcohol awareness and abuse prevention. They chose to call themselves BACCHUS, an acronym for Boosting Alcohol Consciousness Concerning the Health of University Students.

This was the first student organization of its kind, and word quickly spread throughout higher education and the term peer education was born. Thanks to wide acceptance in the student affairs profession and through our early government and corporate supporters, the organization incorporated in 1980 as BACCHUS of the U.S., Inc., and began to offer services, educational materials and training conferences to a fast growing network of college campuses. The BACCHUS peer education model soon spread to other campuses across the nation.

In 1985, as an outgrowth of an effort to welcome more fraternity and sorority students into the peer education umbrella, GAMMA (Greeks Advocating Mature Management of Alcohol) began and soon hundreds of campus Greek systems were organizing peer education groups known as GAMMA affiliates. In recognition of this, the organization name was changed in the early 1990s to The BACCHUS and GAMMA Peer Education Network. Our campus groups were starting to address a variety of health and safety issues, including alcohol abuse prevention, and choosing a campus affiliate name that best met their unique community needs.

As the organization approached its 30th anniversary, the Board of Trustees, the staff, the professional volunteers and the Student Advisory Committee discussed the organization's future. One of the results of these discussions was the conclusion that the organization name, The BACCHUS and GAMMA Peer Education Network, was simply too complex and needed to be streamlined. The name was seen as an impediment to growth because it makes it difficult for some groups to identify as part of BACCHUS or GAMMA. After a great deal of discussion, input and feedback from stakeholders, the Board of Trustees instructed us to change the name to *The BACCHUS Network™* effective July 1, 2005.

(We kept the word BACCHUS in respect of our founding and history, and our established identity within Higher Education, but we no longer use the acronym since our mission now includes many health and safety issues.)

The BACCHUS Network™ is the place to support student leadership and peer education on health and safety issues—no matter your group name, specialized health interest, or social affiliation. Involvement as a student leader or advisor in our Network is often a very personal and passionate story. The peer education experience gives students the confidence to believe in themselves and the power of influence they have on others. For some, peer education is a life-changing moment for themselves or someone they help.

As many peer educators graduate and advisors move on to other career opportunities, they take with them the pearls of their involvement—compassion, wisdom, sense of service, sense of self, organization, leadership to use in their next professional, civic or academic role.

What started as a student led alcohol abuse prevention effort at one campus has grown to the largest active student organization in Higher Education today. Peer education has literally become an expectation of any comprehensive campus prevention program and BACCHUS continues to provide cutting edge resources and programs for students on a wide variety of health topics on alcohol issues and beyond. Peer education programs focusing on alcohol abuse, tobacco, violence prevention, sexual health, safety, physical and mental health issues all find a home in our Network.